

Wine Industry Metrics - Off-Premise Sales - February 2018

Wines Vines Analytics

Top-priced Wines Boost Off-Premise Sales 2%

Off-premise sales of domestic wine through multiple-outlet and convenience stores in the four weeks ended Feb. 25, 2018 increased 1% versus a year earlier to \$682 million, market research firm IRI reported. Case volumes totaled 8,541,294. The activity boosted 52-week sales 2% to \$8.9 billion. Growth came largely from higher price segments. Bottles priced \$25 and up gained 14%, while sales between \$15 and \$24.99 rose 10%. Conversely, sales of wines priced \$7.99 and less declined 3%.

Off-Premise Sales IRI Channels »	Month	
	12 Months	
February 2018	\$682 mil	\$8,861 mil
February 2017	\$673 mil	\$8,648 mil

OFF-PREMISE SALES



Source:  IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Feb. 25, 2018.

Off-premise sales totaled \$682 million in the four weeks ended Feb. 25, 2018, up 1% versus a year ago.

OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Feb. 25, 2018.

IRI reported case volume of 8.5 million in the four weeks ended Feb. 25, 2018, on par with a year ago.

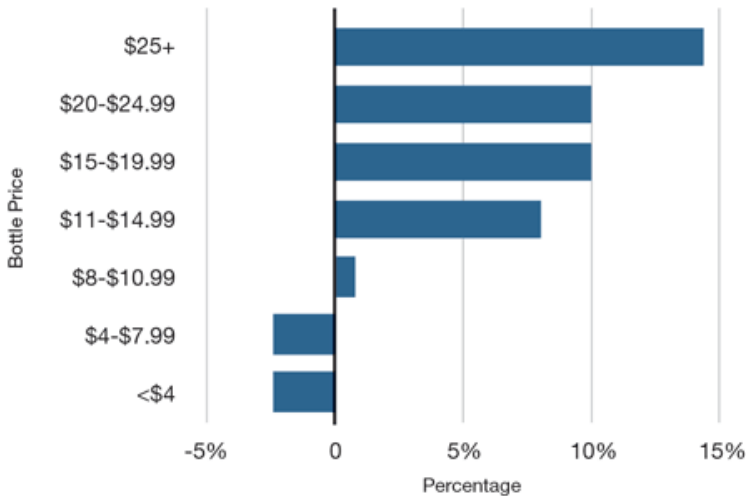
OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table wine sales in glass packaging in multiple-outlet and convenience stores; 52 weeks ended Feb. 25, 2018.

Wines priced between \$4 and \$7.99 constituted the single biggest segment of off-premise sales through multiple-outlet and convenience stores IRI tracked in the 52 weeks ended Feb. 25, 2018.

OFF-PREMISE SALES GROWTH



Source: IRI, Wines Vines Analytics. Domestic table wine sales in glass packaging in multiple-outlet and convenience stores; 52 weeks ended Feb. 25, 2018.

Wines priced \$25 and up increased 14% in the 52 weeks ended Feb. 25, 2018, the greatest growth of any segment of off-premise sales through multiple-outlet and convenience stores IRI tracked in the period.

About IRI Channels

Sourced from Chicago-based IRI, these figures cover sales in multiple-outlet and convenience store channels. These include grocery, drug, mass marketers, membership clubs, dollar and convenience stores. Liquor store sales are not included.



866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903
info@winesandvines.com

Copyright © 2001-2024 by Wine Communications Group, Inc. All Rights Reserved.
No material may be reproduced without written permission of the Publisher.